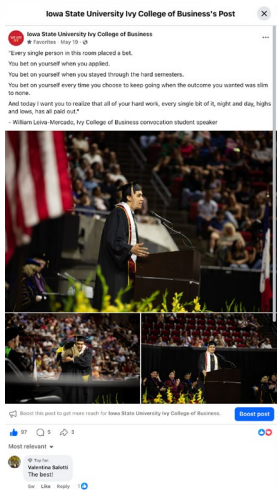
D-17b Social Media - Campaign
Spring 2026 Ivy College of Business Convocation Ceremony



Student marshal and speaker features
LinkedIn, Instagram, and Facebook
9 features (pre-event)
183,881 total impressions



Convocation ceremony photos
LinkedIn, Instagram, and Facebook
1 carousel (post-event)
75,070 total impressions



Student speaker speech
LinkedIn, Instagram, and Facebook
1 carousel (post-event)
21,101 total impressions



Disposable camera video
Instagram Reels and YouTube Shorts
1 video (post-event)
21,142 total impressions